

# Economic Development Committee Meeting Minutes, Wednesday 3/8/17

**Call to Order:** Mike Miller (EDC Chair) at 8:01AM

**Present:** Mike Miller (EDC Member Chair), Sally Welch (EDC Member Vice-Chair), Dan Karleskint (City Council), Peter Gilbert (City Council), Matt Brower (City Manager). EDC Members: Cathi Ruff, Cherri Spriggs-Hernandez, Matt Gardner, Carol Witten, Joann Hilton, Jerry Harner, and David Plaut.

**Excused Absence:** Shawn Tillman (EDC Manager).

**Motion for Minutes Approval:** Motion by Sally Welch, Joann Hilton 2<sup>nd</sup>.

**No Guests/No Public Comment**

**Committee Business:** Matt Brower recapped scorecard process and Team Leaders gave updates. He followed up with key observations and suggestions to each Leader's presentation. According to the Brown Act, regarding the subcommittee meetings, up to four members can meet without publishing a public notice beforehand.

1. Communication & Branding: This subcommittee helps facilitate Jill Thompson's (Lincoln Public Information Officer) job. Specific months were suggested for the EDC presentation to the City Council. The Lincoln School System build outs and upgrades are and will be a big part of EDC. Cherri Spriggs-Hernandez, Team Leader, said it is "Managing Process Not People" and later making recommendations.
2. Data Collection, Analysis & Recommendations: It was agreed to identify metrics that are most meaningful for this work; and that data should be recent and sources verifiable. It is trends, not data alone, that need to be analyzed to get a more accurate and complete outcome. Complete access to information is vital. Jerry Harner and David Plaut assist Matt Gardner, Team Leader.
3. Linkages, Relationships & Advocacy: Identify responsible party to each Action Plan, Target Date and Completion Date. A handout explained breakout of tasks and suggestions. The Greater Sacramento Champions course is recommended for all EDC Members. The Lincoln Business Resource Guide, with the listed contacts, serves as a reference for the buy local approach. EDC badges and business cards facilitate relationship identification. Jerry Harner, Joann Hilton, and Carol Witten assist Cathi Ruff, Team Leader.
4. Tools for Staff Use and Council Inquiries. Mike Miller, Team Leader, works directly with Shawn Tillman to develop and update marketing materials, used to recruit businesses. Requests are on an as needed basis.

**Update:** Unemployment Data for January 2017 for Lincoln is at a 4.9% Unemployment Rate.

## Member Reports:

1. Joann Hilton attended the Main Street Conference in Monterey. The theme was "When Old is Embraced as New" with focus on issues of Business Retention and Attraction, Organization, Promotion, Design and Economic Vitality. Conference discussion included businesses that are "Click and Brick". Lincoln's Copper River Bag is an example of a "Click and Brick". Online businesses hurt big chains more than hurt small businesses. Retail follows houses; and housing is an important part of Main Street. It was suggested to invite a Main Street Consultant for a presentation to the EDC.
2. Matt Brower discussed Lincoln's Creative Destination Project, which is phase #3 of The Murals Project. Twelve sites have been identified in downtown Lincoln for mural placement. There is a call out to artists with the Showcase Event to highlight the most votes casted to be the winning mural.

## Future Informational Updates:

1. Tourism and Sunset Area Project
2. Western Placer School System
3. Village 5 (May 2017)
4. Sales Tax Leakage

## Future Agenda Items:

1. Initiate a joint Summit Meeting of EDC, Downtown Lincoln Association, and Lincoln Chamber of Commerce.
2. Revisit the destination promotion of the sports venue. The sports contact is Roger Ueltzen.
3. Further define the EDC Recognition Program with certificates; and highlight at City Council presentation.

**Meeting Adjourned:** 9:34AM by Chair Mike Miller  
Respectfully submitted by Carol Witten, EDC Member